



The University of Texas at Austin  
**Stan Richards School of  
Advertising & Public Relations**  
*Moody College of Communication*

**GRADUATE BROCHURE**

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# The Graduate Program

Whether your objective is to become a professor at a university or a member of the professional advertising community, graduate study in the **Stan Richards School of Advertising & Public Relations** is designed to meet your goals. Combining field-specific expertise with methodological and theoretical rigor, our program prepares leaders for academia and industry (the logos epitomize places our alumni work).

Graduate work in advertising may lead to the **Master of Arts** (M.A.) or the **Doctor of Philosophy** (Ph.D.). The candidate for a graduate degree completes specialized coursework in advertising as well as advanced-level coursework in one or more relevant subject areas. For the M.A. program, most students complete at least one internship. The proportion of each type of study may vary according to the academic background and interests of the individual student.

Students all over the world with a wide variety of undergraduate and graduate backgrounds come to the Stan Richards School for graduate education in advertising and strategic communications.

Averaging 80 M.A. and 30 Ph.D. students annually enrolled, the school has one of the largest and most diverse student populations of any university, enriching our program. We continually seek ways to empower students, faculty, and staff of all ethnicities, races, genders, and identities to work collaboratively to produce world-changing ideas and research.



# About Texas Advertising



**Stan Richards**  
The Richards Group.

Advertising has been taught at The University of Texas at Austin since 1914 and at the graduate level since 1947, creating an immeasurable impact.

The current M.A. program was established in 1976 and the Ph.D. shortly thereafter to meet the increasing needs of the industry. Throughout the years, Texas Advertising has been consistently considered one of the top advertising programs in the world and is currently ranked as the In the fall of 2014, the program was renamed, "the Stan Richards School of Advertising & Public Relations" in honor of Stan Richards, founder of Dallas-based advertising agency, The Richards Group -- the largest independent advertising agency in America.

In the United States, over 100 institutions of higher education offer an organized program of study in advertising. Most programs are part of a journalism, marketing, or other department. But the Stan Richards School of Advertising & Public Relations at The University of Texas at Austin stands apart from the others. As a comprehensive school of advertising and public relations, we offer a variety of advertising-related degree plans, highly-regarded faculty researchers, and an award-winning Texas Creative program. In fact, The University of Texas at Austin is the only program that grants a Ph.D. in advertising.

**"I am incredibly humbled to receive this honor. I personally value the close relationship I've now had with The University of Texas for a number of years, and The Richards Group is always thrilled to recruit from the school's talented pool of students and young alumni. I look forward to seeing what is already one of the top advertising and PR programs in the country continue to grow and flourish as the Stan Richards School of Advertising & Public Relations." - Stan Richards**



# Faculty

Another indicator of quality is the breadth of knowledge and experience possessed by a school's faculty. With over 30 faculty members, the Stan Richards School of Advertising & Public Relations has one of the largest advertising faculties in the world. This wide range of expertise helps students excel in a multitude of areas of study.

The University of Texas at Austin's high ranking attracts faculty that are dedicated to creating original research converging with the University's standard of excellence. Faculty members are on the cutting edge of knowledge in their area of specialty, providing students with the most up-to-date information, critical approaches, and scholarly methods.

A recent study of the history of three major advertising journals in the U.S. ranked our faculty first in research output. In another, which examined the output of journals over a shorter period, our faculty ranked third in research output. With a global impact on academic and communication professionals, our program is one of the best-recognized graduate programs in the nation.

Graduate students in the Stan Richards School of Advertising & Public Relations are able to publish research in top academic journals. With a program designed to facilitate collaboration among faculty and students, **the students are producing twice as many articles as their peers**, according to a 2014 study in *Journalism & Mass Communication Educator*.



## Alumni

Graduates of the Stan Richards School of Advertising & Public Relations are employed in a wide range of professions with broad skill sets and impressive credentials. As expected, a large percentage of them work in advertising agencies, employed in account service, creative, media, strategy, and research. Many have risen to the level of vice president, president, and even CEO of not only ad agencies, but major brands around the world. Our alumni currently work at all of the largest agencies in the country, several of the smaller "hot" shops, and at agencies of virtually every size and geographic location imaginable, including in a variety of different countries.

Grads also have gone to the "client side," working for brands and other organizations that use integrated brand communication. Many have chosen to work in the media industries more broadly, taking positions at well recognized digital brands, digital services, social networks, and social media companies across the nation and around the world. Still others have gone into advertising and marketing positions, working in commercial production, sales promotion, public relations, event planning, and direct marketing. In addition, graduates can be found teaching in advertising programs at colleges and universities all around the world.

# Degree Options



## Thesis

With this option, students are required to complete 36 total hours, 27 of which must be at the graduate level. Two academic semesters (6 hours of course credit) are required to complete the thesis. The topic of the thesis is chosen by the student but must be approved by the student's faculty supervisor and reader. **This option generally is chosen by students who intend to seek further study at the doctoral level.**

## Non-Thesis

This option requires students to complete 36 total hours, 27 of which must be at the graduate level. This option is generally preferred by those intending to work in the advertising business or other areas of strategic communication.

## M.A. Advertising

The flexibility of the M.A. program allows students to create a graduate degree focused on their interests through advertising sequences, electives, and minors.

The program includes work in the major area (advertising), minor area, and advertising elective courses. The minor is usually taken in one or more areas that are related to advertising. In the past, students have selected minor courses in **areas such as marketing, analytics, information studies, psychology, or English.** Minor courses can be spread across several disciplines. Most students spend 21 months in the program.

# Diversity of Study

In the M.A. Advertising program, **students create their own area of emphasis using our advertising electives and minor courses.** The program offers three optional concentrations to bridge the gap between academia and industry and to allow for greater depths of study. Current concentrations include Texas Analytics and insights, Texas Creative, and Texas Immersive.

## Texas Analytics & Insights

This program is designed to help develop the characteristics in students that define success in advertising strategy and new message development. Texas Analytics & Insights focus is designed to allow students to observe, interpret, and integrate consumer intelligence into advertising communication strategy. An advertising intelligence class, account planning courses, media metrics, and a consumer behavior seminar-- in addition to coursework in minor areas such as sociology, analytics, marketing, and psychology -- are available to students interested in this area.

## Texas Immersive

Texas Immersive is an interdisciplinary specialization focused on four key areas: Audience – Story – Technology – Innovation. Developing these competencies will foster deep emotional connections, create lasting impact and prepare our students to take on real-world challenges. Overall, students will learn to become Experience Designers... those who understand how to target and build stronger relationships with audiences; tell stories and drive meaningful interactions in a connected environment; and create strong franchises using audience-centric activation models.



## Texas Creative

Celebrating its 40th anniversary in 2019, this program is designed to develop students with the characteristics that define success as art directors and copywriters. The Texas Creative curriculum stresses big-idea branding, conceptual thinking, collaboration and creative development through a series of selective courses and seminars: Beginning, Intermediate, and Advanced Portfolio Development, Capstone Portfolio, Copywriting, Art Direction and many other frequent offerings. They are the future copywriters, creative strategists, art directors, and a billion other titles, but at their core they are creatives and here we train some of the world's best. Some work of past students can be seen at [HireTexasCreative.com](https://www.hiretexascreative.com). Applications to the Texas Creative program are available during the last week of every semester.





## Ph.D. Advertising

**The Stan Richards School is the only program in the world to offer a Ph.D. in Advertising.** The Ph.D. program focuses on interdisciplinary coursework from multiple fields of study to allow students to focus on a unique thesis of varying interest. For example, students interested in the psychological impact of advertising would combine courses in both the advertising and psychology departments. This allows students to focus their program of study, meet their own particular goals, and become true experts while gaining expertise in specific research areas.

The time to complete the Ph.D. program will depend on the student and their course and dissertation committees. Relevant courses taken during the master's program may count towards the Ph.D. coursework depending on the student's chosen course of study. If the applicant received a master in an unrelated field, the Ph.D. program may take longer to complete. Most students take four years to complete the Ph.D. program.

For additional information, **download a copy of our Ph.D. Handbook** (Acrobat PDF format); Applicants interested in the Ph.D. program should contact the graduate adviser.



# Theory x Practice

The Stan Richards School of Advertising & Public Relations is committed to research as part of a **Tier 1 public research institution**. We also focus heavily on current industry realities and mold our students into the next professional leaders in that world. The combination of these two focuses yields our philosophy.

# Admission Requirements

To be eligible for graduate study at The University of Texas at Austin, you should satisfy the following requirements:

1. A bachelor's degree from an accredited institution or proof of equivalent training at a foreign institution.
2. At least a 3.0 grade-point average in all undergraduate upper-division work (junior & senior).
3. A satisfactory score on the Graduate Record Examinations General Test (GRE). We DO NOT accept the GMAT.
4. Written and oral English skills must be sufficient, at the outset of the program, for participation and contribution in classes and all written work. Non-native English speaking applicants must submit either a TOEFL or an IELTS exam score.

Admission materials are important for identifying applicants who possess an appropriate level of English. The statement of purpose, for example, indicates not only the applicant's goals and training, but also the applicant's written communication ability.

The Stan Richards School of Advertising & Public Relation's requirements are usually higher than the stated minimums, and test scores are not the sole consideration in determining who will be admitted. A variety of factors other than test scores, such as professional experience, the statement of purpose, and letters of recommendation, are considered for each applicant. Each application is reviewed on a case-by-case basis.

**Program Prerequisites: All students must complete a basic marketing course and a basic statistics course prior to their first semester in the program.**



# Application Procedure

## Deadlines

**M.A. - December 1st**

**Ph.D. - January 15th**

### ONLINE APPLICATION

**A completed and submitted Electronic Online Admissions application (Apply Texas).**

This application should be submitted as soon as possible even if other data and documents are to follow.

### LETTERS OF REFERENCE

**Three letters of reference from academic or professional sources.**

Reference contact information will be submitted online as part of your online application. Please gather email addresses of your references before completing your application. Once you submit your complete application, an online recommendation form will be sent to each recommender to fill out. You may confirm receipt of your letters, send reminders to your references, or add a new reference via the recommendation module on the online status check.

### A STATEMENT OR ESSAY

**A statement of purpose or short essay (no more than 2-3 pages double spaced)**

defining and discussing goals in pursuing graduate work in advertising, intended research areas, and previous training, education and preparation.

### OFFICIAL GRE SCORE

**An official report from the Educational Testing Service (ETS) of the required GRE.** An official report from Educational Testing Service of the required TOEFL or IELTS Examination for non-native English speakers.

### OFFICIAL TRANSCRIPTS

**Transcripts of undergraduate and graduate work at all schools previously attended.**

All transcripts must be uploaded electronically. Please follow **these instructions** for uploading transcripts.

### AN OFFICIAL RESUME

**A resume in PDF format describing work background or professional experience, if any.** Your resume can be uploaded to your admissions record shortly after you submit your application. You will receive an acknowledgment email from the Graduate and International Admissions Center (GIAC) once your documents can be uploaded.

**In summary, to apply for entry into either the M.A. or the Ph.D. program, you must submit the following to the Graduate and International Admissions Center (GIAC):**

- **Online Application**
- **Three Letters of Reference**
- **A Statement or Essay**
- **Official GRE Score**
- **Official Transcripts**
- **An Official Resume**

**When applying to the M.A. or Ph.D. program, do not send portfolio materials. Please keep your application limited to the documents and materials described above. Additional materials will not be considered.**





# Tuition & Aid

## Cost

The University of Texas at Austin is highly regarded as a major research university. Many of its colleges and departments rank among the **best in the nation**. In spite of this, it is one of the least expensive universities in the country. Even among state-supported schools, which typically cost far less than private schools, it compares quite favorably. The University of Texas looks even better when compared to the cost of most private universities. Whether you qualify as a resident or a nonresident student, the costs remain among the lowest in the nation. Find more information on tuition and fees.

## Funding

There are a variety of funding sources available at The University of Texas at Austin in the form of **fellowships, scholarships, and graduate assistantships**. The fellowships are awarded competitively on the basis of prior academic merit, as represented in academic records, letters of recommendation, and GRE scores, with financial need considered in some cases.

The Stan Richards School of Advertising & Public Relations and Moody College of Communication offer fellowships and assistantships to attract new top-quality applicants as well as to support continuing students. Ph.D. students are given priority and are offered support for at least their first three years of study. Private foundations and agencies are an important source of fellowship support, and we urge you to investigate these sources carefully.







# Frequently Asked Questions

## What is the average semester load?

1

Class requirements vary across semesters and professors. Graduate courses may meet once a week for three-hour periods. **Nine hours per semester or three classes** are considered a full-time load for graduate students; however, you may decide to take as many classes as you want depending on how quickly you would like to finish the program. Graduate-level classes require a substantial amount of reading, writing, and group assignments. Even though the course work is heavy, you are expected to maintain

## Can I take classes in other departments while in the program?

2

Absolutely. Master's students are expected to take at least two (2) courses outside the Advertising School. The Ph.D. degree offered by this School is designed to be interdisciplinary in order for students to take a number of courses in subject areas that fit into that student's Program of Work. Each Ph.D. student is different since each designs a Program of Work consistent with his or her own personal **goals and interests**.

## What is the value of a M.A. degree over an undergraduate?

3

It depends on what you think is important. Some people believe that the value of a graduate degree should be measured by its worth in getting you a job. In that respect, the graduate degree may have little value over an undergraduate degree from this school, since most of our undergraduate students are able to find jobs in the field. On the other hand, if your undergraduate training is in another field, it probably makes more sense to **earn a master's degree** than to earn a second undergraduate degree.



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### What is the average class size?

Overall, your grad classes will generally consist of **20 to 30 students**, but this will vary across semester and course. The largest are the core classes you will take with around 35 students.

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### How do I apply to Texas Creative?

If you are interested in the **Texas Creative Program**, take the Creative Strategies class during your first semester in the program. Toward the end of that course, you will be able to apply to the Texas Creative Program. The application consists of one prompt in addition to assignments from the Creative Strategies class. The way you answer the assigned prompt is limited only by your creativity and specific requirements of the application. Examples of prompts from the past:

- Where are you going?
- How did that get there?
- What's under there?

6

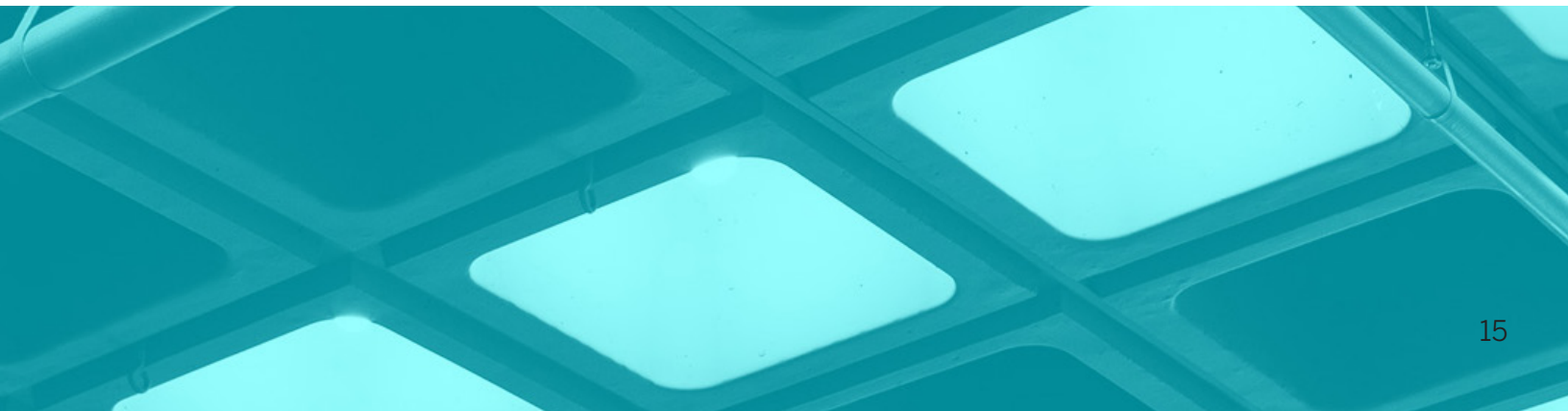
### What topics can I study for my thesis?

The topic you eventually choose for your thesis is generally up to you **based on your interests**. Because of our large and diverse faculty, it usually is possible to find a professor who will work with you on almost any advertising or marketing communication issue.

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### What kind of financial aid is available?

Some teaching assistantships (TAs) are available; however, this is job rather than financial aid. Ph.D. students receive a higher priority than Master's students when we hire TAs. The Stan Richards School of Advertising & Public Relations has very little involvement with financial aid issues.





**Austin, Texas**, is one of the best places to live and is the 11th largest city in the United States. Living in Austin, graduate students at The University of Texas are able to enjoy a vibrant cultural scene, some of the best breakfast tacos around and the well-known live music scene. Austin's laid-back vibe means you may find yourself strolling the shores of

Lady Bird Lake, learning to two-step at the iconic Broken Spoke and rubbing shoulders with tech giants working for Dell, IBM, or Apple. From the ACL music festival to Barton Springs Pool to South by Southwest, all year around Austin provides plenty of options and opportunities to enhance your graduate study.

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